

Message Text

UNCLASSIFIED

PAGE 01 STATE 030581
ORIGIN EUR-12

INFO OCT-01 ISO-00 EB-08 /021 R

DRAFTED BY EUR/WE:JWSWIHART:MS
APPROVED BY EUR/WE - E.J. BEIGEL
EB/IFA/OIA - MR. GRANT
-----054745 041756Z /43

R 040847Z PEB 78
FM SECSTATE WASHDC
TO AMEMBASSY ROME
INFO AMCONSUL MILAN
AMEMBASSY BRUSSELS

UNCLAS STATE 030581

BRUSSELS FOR USEC

E.O. 11652: NA

TAGS: ECEM, EINV, IT

SUBJECT: ITALIAN BILL TO PROHIBIT ADVERTISING OF NON-
PRESCRIPTION DRUGS

REF: 77 MILAN 1949

1. VICE PRESIDENT OF ITALIAN CHEMICAL ASSOCIATION PIER
GEORGIO AQUINO CALLED ON DEPTOFFS FEBRUARY 1 TO DISCUSS
ARTICLE 28 OF DRAFT ITALIAN HEALTH REFORM BILL WHICH
WOULD INTER ALIA PROHIBIT ADVERTISING IN ITALY OF ALL
MEDICINES INCLUDING PROPRIETARY NON-PRESCRIPTION DRUGS.
MAKING PRESENTATION ALONG LINES REFTTEL, AQUINO SAID HIS
ORGANIZATION HAS VIGOROUSLY PROTESTED ARTICLE 28 TO
PARLIAMENTARY COMMITTEES, GOI MINISTRIES, AND AT THE EC
LEVEL. IN ADDITION, HE HAD RAISED MATTER WITH EMBASSIES
OF UK, FRG, SWITZERLAND AND US IN ROME AND CLAIMED ALL
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 STATE 030581

AGREE THAT LAW WOULD HAVE NEGATIVE EFFECT ON FOREIGN
INVESTMENT CLIMATE IN ITALY, PARTICULARLY IN THE
PHARMACEUTICAL SECTOR.

2. THE PURPOSE OF HIS TRIP TO THE U.S. WAS TO CONSULT
WITH AMERICAN PHARMACEUTICAL INTERESTS AND TO ENLIST

SUPPORT OF THE U.S. GOVERNMENT AND THE ITALIAN EMBASSY
IN WASHINGTON. IN THIS CONNECTION AQUINO HAD MET WITH

AMBASSADOR GAJA WHO PROMISED SUPPORT.

3. DEPARTMENT SUBSEQUENTLY CONFIRMED WITH ITALIAN EMBASSY
THAT EMBASSY TELEGRAM WILL BE SENT TO MFA OUTLINING
INDUSTRY CONCERN HERE. DEPT ENCOURAGED ITALIAN EMBASSY
ALSO TO EXPRESS CONCERN OF U.S. GOVERNMENT OVER NEGATIVE
EFFECT OF ARTICLE 28 NOT ONLY ON ESTABLISHED U.S.
PHARMACEUTICAL COMPANIES OPERATING IN ITALY BUT ALSO ON
CLIMATE FOR FOREIGN INVESTMENT IN ITALY IN GENERAL. VANCE

UNCLASSIFIED

NNN

*** Current Handling Restrictions *** n/a

*** Current Classification *** UNCLASSIFIED

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ADVERTISING, DRUGS, LEGISLATIVE BILLS
Control Number: n/a
Copy: SINGLE
Draft Date: 04 feb 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE030581
Document Source: CORE
Document Unique ID: 00
Drafter: JWSWIHART:MS
Enclosure: n/a
Executive Order: n/a
Errors: n/a
Expiration:
Film Number: D780054-0357
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t197802116/aaaaftee.tel
Line Count: 78
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON MICROFILM, TEXT ON-LINE
Message ID: 4ccc21cf-c288-dd11-92da-001cc4696bcc
Office: ORIGIN EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 MILAN 1949
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3466015
Secure: OPEN
Status: <DBA CORRECTED> gwr 970903
Subject: ITALIAN BILL TO PROHIBIT ADVERTISING OF NON- PRESCRIPTION DRUGS
TAGS: ECEM, EINV, IT, ECEM
To: ROME
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/4ccc21cf-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014